

Message Text

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ACTION NEA-09

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /017 W

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R 031605Z JUN 74

FM AMEMBASSY TUNIS

TO USDOC WASHDC

INFO SECSTATE WASHDC 5694

UNCLAS TUNIS 3400

E.O. 11652: N/A

TAGS: BEXP, TS

SUBJECT: PROPOSED COMMERCIAL PROMOTION EVENTS SCHEDULE:
FY 75 AND FY 76

REF: A) STATE A4090, MAY 21, 1974; B) STATE
A-1256, FEB 13, 1974; C) STATE 068483

1. EMBASSY WOULD LIKE TO AMEND FY 75 EVENT SCHEDULE
REF (B) IN INCLUDE USDOC SUPPORT FOR US PARTICIPATION IN
1975 TUNIS INTERNATIONAL FAIR AND AN IN-STORE PROMOTION
PROGRAM. TUNIS FAIR IS TENTATIVELY SCHEDULED FOR THE END
OF MAY 1975 (REF C) AND THE IN-STORE PROMOTION SERVICE MIGHT
BE CONSIDERED FOR JANUARY 1975. THESE EVENTS WOULD BE IN
ADDITION TO THE TECHNICAL SALES SEMINAR IN COMMUNICATIONS
EQUIPMENT AND SYSTEMS (REF B).

2. EMBASSY WOULD LIKE TO REMOVE THE SUGGESTED HOSPITAL
AND MEDICAL EQUIPMENT CATALOG SHOW FROM THE TUNIS
SCHEDULE FOR FY 76 IN VIEW OF JUST COMPLETED MEDICAL
EQUIPMENT TRADE MISSION AND OF OUR CURRENT CONSIDERATION
OF POSSIBLE FOREIGN BUYER GROUP TO VISIT UNITED STATES.
IN ADDITION, WE WILL BE GIVING SPECIAL PUBLICITY TO THE
AMERICAN HEALTH CONGRESS TO BE HELD IN CHICAGO, ILLINOIS,
AUGUST 12-15, 1974. IN VIEW OF THE INCREASED ACTIVITY IN THE
MINING SECTOR OF TUNISIA, PRIMARILY IN PHOSPHATES, WE
RECOMMEND THAT USDOC CONSIDER THE POSSIBILITY OF A TRADE
MISSION IN EARLY FY 76 IN THE FIELD OF MINING MACHINERY,
EQUIPMENT AND SUPPLIES. ANOTHER AREA OF POTENTIAL INTEREST
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IS TEXTILE EQUIPMENT INSTRUMENTS AND TECHNIQUES. TUNISIA

IS BECOMING A RELATIVELY IMPORTANT LOCATION FOR TEXTILE
PLANTS PRODUCING FOR EXPORT TO EUROPE. MANY OF THESE
ARE BEING ESTABLISHED BY FOREIGN PRIVATE CAPITAL ATTRACTED
BY FISCAL INCENTIVES OFFERED BY EXPORT INDUSTRIES LAW
OF APRIL 1972.
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